

## ABSTRACT

System and method for allowing users to freely select and use various avatar images provided by a plurality of avatar image providers are disclosed.

5        The avatar intermediating system includes an avatar providing device for storing avatar data having avatar image and avatar item image and providing the avatar data through a network; an avatar service device for receiving the avatar data from the avatar providing device and supplying the avatar data in a shape of web document or the like; a user terminal for outputting the avatar data through the avatar service device or a client  
10        program like a messenger; and an avatar intermediating device for introducing the avatar data provided from at least one avatar providing device, intermediating transaction of the avatar data between a selected one of the avatar providing devices and the user terminal, receiving a changed avatar image from the corresponding avatar providing device in response to an avatar change request, and then changing a representative avatar image of  
15        the avatar service device or the client program into the changed avatar image.